

City of Brunswick Economic Development Commission Meeting

March 16, 2021

6:30pm-8:30pm

Regular Meeting Agenda

1. **Call to Order** – *Sandy Applebee, Chair*
2. **Roll Call** – *Greg Postle, Vice Chair*
3. **Approval of 1.19.21 Minutes** – *Sandy Applebee*
4. **Guest Speaker / Contributor** – *Brian Sandusky, City Council Liaison (introduction)*
5. **City Updates** – *John Dayton, City Council Liaison*
6. **Partner Updates**
 - a. **Brunswick Main Street** – *Julie*
7. **Old Business:**
 - a. Review of action items last meeting:
 - i. New Website Language on brunswickmd.gov – Mark / Julie / Sandy
 - ii. Business Survey (COVID-19 related) – Andrew / Julie
 - iii. COVID-19 Business Signage – Sally
8. **New Business:**
 - a. Stimulus and budget recommendations - *Sandy*
 - b. Key Projects – Moose Lodge/Distillery – *Sandy*
 - c. Recreation campaign from Platinum PR (tying into C&O Towpath anniversary) - *Sandy*
9. **Revisit Goals for Q1**
 - a. Objective 1 – Increase COVID-19 resources and support to businesses
 - i. Key Result 1 – Provide content recommendations to City’s website aimed at business messaging and notify all businesses by email
 - ii. Key Result 2 – Provide content recommendations to City’s website aimed at visitor messaging.
 - iii. Key Result 2 – Send a survey to business and analyze results
10. **Establish Goals for Q2 - DRAFT (From Strategic Planning Session held in December 2020)**
 - a. Objective 1 – Increase COVID-19 resources and support to businesses
 - i. Key Result 1 – Develop an ad campaign around recreation related to COVID-19 and track ROI with landing page on City’s website.
 - ii. Key Result 2 – Create a more mobile-friendly business directory on the City website.

This meeting will be held via Zoom. To join the meeting [click here](#). All callers will be muted except for members of the Commission. This meeting will end at 8:30pm. Those remaining items will be held over.

The next regular meeting will be held 4.20.21 @ 6:30pm.